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UPM Raflatac Unveils New Sample Books for Wine, Spirits, and Premium Labels

Innovative Solutions Like Carbon Action PP UCO and Forest Film Highlighted

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The Finnish company UPM Raflatac has introduced a new collection of sample books specifically designed for wine, spirits, beverage, and premium product labeling. This launch, announced from Helsinki, offers two formats: a compact version and a larger

version, both targeted at the EMEIA market. These sample books allow printers, designers, and brands to explore the visual and tactile characteristics of a wide range of label materials.

The development of these sample books is part of UPM Raflatac's strategy to deliver innovative and sustainable solutions. The collection features the SmartChoice™ range, which includes materials with recycled content and renewable or optimized components. Among the products showcased is Carbon Action PP UCO, an ISCC PLUS-certified bio-circular film made with 30% renewable content, designed to reduce carbon footprint. Also included are Forest Film, the first label plastic material derived from ISCC-certified wood, and Ocean Action, which helps address ocean plastic pollution. Additionally, Drops WSA PCR-FSC is highlighted as a textured paper made from 100% recycled fibers.

The sample books incorporate detailed product information accessible via QR codes, enabling users to retrieve technical data for each solution. This approach aligns with UPM Raflatac's commitment to sustainability and innovation.

To design the sample books, UPM Raflatac collaborated with Maba, a multi-award-winning Pentawards agency, and the printing company Grafical. This partnership integrated end-user insights to optimize functionality and enhance the product's appeal. According to the company, the design reflects UPM's Finnish heritage and Nordic nature, with shapes inspired by Finnish lakes and an aesthetic that balances innovation and traditional design.

The new sample books will be officially presented at the Packaging Première exhibition, held on January 28 and 29, 2025, as part of Paris Packaging Week. UPM Raflatac will have a booth at the event, where visitors can learn more about this initiative.